

Which APR program is right for you?



→ I have a great new product or technology that's recyclable.

The [APR Design® Recognition Program](#) celebrates and showcases innovations in packaging design. APR offers several avenues to be recognized for your good design choices.

Meets APR Preferred Guidance

Recognizes materials, components, and complete packages composed of PET, HDPE, PP, and PE film that are considered Preferred in the APR Design® Guide for Plastics Recyclability



→ I'm a plastics reclaimer generating PCR pellet or flake.

Substantiate your PCR claim and expand your customer base by getting your pellet or flake certified through the [APR PCR Certification Program](#).

Critical Guidance

Recognizes significant new technologies or package components that solve long-standing problems in sustainable package design, and encourages wide commercial use of such innovations.



→ I'm expanding the use of PCR in my products.

If your company is buying and using more PCR, then APR wants to celebrate your commitment! Sign up today for the [APR Recycling Demand Champions](#) Program.

Responsible Innovation

For new innovations that may benefit the industry, but current Critical Guidance protocols do not yet include the subject of the innovation.



Who is APR?

The [Association of Plastic Recyclers](#) (APR) is an international trade association representing the plastics recycling industry. APR works to enhance quality and increase supply with technical resources, testing programs, design solutions, corporate training, regulatory leadership, and educational programs.

Scan here for links!

